

Bloomin' Brands, Inc.
 Form 3
 March 25, 2015

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0104
 Expires: January 31, 2005
 Estimated average burden hours per response... 0.5

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
 Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

| | | | | |
|---|---------|--------------------------------------|--|--|
| 1. Name and Address of Reporting Person * | | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | |
| Â Scarlett Gregg | | (Month/Day/Year) | Bloomin' Brands, Inc. [BLMN] | |
| (Last) | (First) | (Middle) | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| | | 03/12/2015 | | |
| 2202 N. WEST SHORE BLVD. | | | (Check all applicable) | 6. Individual or Joint/Group Filing(Check Applicable Line) |
| (Street) | | | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
| | | | <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other | <input type="checkbox"/> Form filed by More than One Reporting Person |
| | | | (give title below) (specify below) | |
| | | | EVP & Pres. Bonfish Grill | |
| TAMPA,Â FLÂ | 33607 | | | |
| (City) | (State) | (Zip) | | |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Stock | 16,250 | D | Â |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) or Indirect | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|--|---|
| | Date Exercisable | Expiration Date | Title | Amount or Number of | |

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| | | | | Shares | | (I) (Instr. 5) | |
|-----------------------------|-------|------------|--------------|--------|----------|-------------------|---|
| Restricted Stock Units | Â (1) | Â (2) | Common Stock | 6,250 | \$ 0 | D | Â |
| Stock Option (right to buy) | Â (3) | 04/06/2020 | Common Stock | 51,360 | \$ 6.5 | D | Â |
| Stock Option (right to buy) | Â (4) | 09/02/2020 | Common Stock | 37,140 | \$ 6.5 | D | Â |
| Stock Option (right to buy) | Â (5) | 02/01/2023 | Common Stock | 75,000 | \$ 18.73 | D | Â |
| Stock Option (right to buy) | Â (6) | 02/27/2024 | Common Stock | 12,166 | \$ 25.32 | D | Â |
| Stock Option (right to buy) | Â (7) | 02/26/2025 | Common Stock | 14,706 | \$ 25.36 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Scarlett Gregg 2202 N. WEST SHORE BLVD. TAMPA, FL 33607 | Â | Â | Â EVP & Pres. Bonefish Grill | Â |

Signatures

/s/ Kelly Lefferts, as
Attorney-in-Fact

03/25/2015

**Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) These restricted stock units vest in two equal annual installments beginning on April 13, 2015.

(2) This field is not applicable.

(3) This stock option is a replacement stock option and is fully vested.

(4) Of the 37,140 shares associated with this stock option, 29,712 shares are vested, and the remaining 7,428 shares will vest on April 1, 2015.

(5) This stock option vests in four equal annual installments beginning on February 1, 2014.

(6) This stock option vests in four equal annual installments beginning on February 27, 2015.

(7) This stock option vests in four equal annual installments beginning on February 26, 2016.

Â

Remarks:

EXHIBIT LIST: EX-24 Scarlett, Gregg POA

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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